



City of Arts & Innovation

# News Release

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### Contact:

Cindie Perry

Intergovernmental & Communications Officer

(951) 826-5975

<http://www.riversideca.gov>

## Office of Economic Development Wins Regional Marketing Awards

**RIVERSIDE, Calif.** – Last week, the City of Riverside Office of Economic Development took home several awards from the 2013 American Advertising Federation-Inland Empire ADDY Gala for several of its marketing efforts.

Competing in the ‘Public Service’ category, Riverside’s national-award-winning Retail Map took home a Silver, and Bronze-level recognition was given to its Riverside End Homelessness Campaign, Explore Riverside Newsletter and Neighborhood Conference Brochure. In the ‘Elements of Advertising’ category, the City took home a bronze for its Opportunities with Education (O.W.E.) logo design.

“The recognition by the American Advertising Federation – Inland Empire is a testament to the creative and talented staff of the City,” said Assistant City Manager Deanna Lorson. “These wins show our commitment to quality, cutting-edge promotion and design.”

The American Advertising Federation – Inland Empire, a non-profit chapter of the [American Advertising Federation](#), is comprised of professionals in San Bernardino and parts of Riverside and Los Angeles counties from all industry segments: advertising and media agency owners, marketing directors, sales and media managers, suppliers, radio stations, graphic designers, photographers, webmasters, copywriters, academics, and more.

To see the full list of 2013 ADDY recipients and pictures from the event, [click here](#).

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